

Generate Collection

 Print

L2: Entry 1 of 3

File: USPT

Aug 6, 2002

US-PAT-NO: 6430605

DOCUMENT-IDENTIFIER: US 6430605 B2

TITLE: System permitting retail stores to place advertisements on roadside electronic billboard displays that tie into point of purchase displays at stores

DATE-ISSUED: August 6, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hunter; Charles Eric	Hilton Head Island	SC		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
World Theatre, Inc.	Morrisville	NC			02

APPL-NO: 09/ 416333 [PALM]

DATE FILED: October 12, 1999

PARENT-CASE:

CROSS REFERENCE TO RELATED APPLICATIONS This application is a continuation in part of Ser. No. 09/315,111, filed May 18, 1999, pending which is a continuation in part of Ser. No. 09/301,102, filed Apr. 28, 1999 pending.

INT-CL: [07] G06 F 9/00

US-CL-ISSUED: 709/207, 709/217, 709/218, 709/227, 705/26, 705/27

US-CL-CURRENT: 709/207, 705/26, 705/27, 709/217, 709/218, 709/227

FIELD-OF-SEARCH: 709/207, 709/217, 709/218, 709/219, 709/227, 709/234, 709/238, 709/240, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

 Search Selected

 Search ALL

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>5898384</u>	April 1999	Alt et al.	340/825.36
<input type="checkbox"/> <u>5934795</u>	August 1999	Rykowski et al.	362/309
<input type="checkbox"/> <u>5992888</u>	November 1999	North et al.	283/56
<input type="checkbox"/> <u>6073372</u>	June 2000	Davis	40/124.16

OTHER PUBLICATIONS

Steven A. Morley, "Making Digital Cinema Actually Happen -What It Takes and Who's Going to Do It", Qualcomm Incorporated, Oct. 31, 1998.

ART-UNIT: 2132

PRIMARY-EXAMINER: Peeso; Thomas R.

ABSTRACT:

Commercial advertisers, such as a chain of retail stores, directly access a network of thousands of large, high resolution roadside electronic displays and directly send their own advertisements electronically to the network to be displayed at locations and times selected by the advertisers, while tying the advertising content into the content of point of purchase displays in the advertiser's store(s).

59 Claims, 4 Drawing figures

Generate Collection**Print**

L2: Entry 2 of 3

File: USPT

Aug 6, 2002

US-PAT-NO: **6430603**

DOCUMENT-IDENTIFIER: US 6430603 B2

TITLE: System for direct placement of commercial advertising, public service announcements and other content on electronic billboard displays

DATE-ISSUED: August 6, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hunter, Charles Eric	Hilton Head Island	SC		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
World Theatre, Inc.	Morrisville	NC			02

APPL-NO: 09/ 301102 **[PALM]**

DATE FILED: April 28, 1999

INT-CL: [07] **G06 F 15/16**

US-CL-ISSUED: 709/207, 709/217, 709/219, 709/227, 705/26, 705/27

US-CL-CURRENT: **709/207, 705/26, 705/27, 709/217, 709/219, 709/227**

FIELD-OF-SEARCH: 709/207, 709/217, 709/218, 709/219, 709/227, 709/234, 709/238, 709/240, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

 Search Selected **Search ALL**

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>3373517</u>	March 1968	Halperin	
<u>3376465</u>	April 1968	Corpew	
<u>3941926</u>	March 1976	Slobodzian et al.	
<u>4368485</u>	January 1983	Midland	
<u>4559480</u>	December 1985	Nobs	
<u>4734779</u>	March 1988	Levis et al.	
<u>4761641</u>	August 1988	Schreiber	
<u>4812843</u>	March 1989	Champion, III et al.	
<u>5214793</u>	May 1993	Conway et al.	
<u>5233423</u>	August 1993	Jernigan et al.	
<u>5257017</u>	October 1993	Jones et al.	
<u>5274762</u>	December 1993	Peterson et al.	
<u>5469020</u>	November 1995	Herrick	
<u>5486819</u>	January 1996	Horie	
<u>5543856</u>	August 1996	Rosser et al.	
<u>5612741</u>	March 1997	Loban et al.	
<u>5630067</u>	May 1997	Kindell et al.	
<u>5644859</u>	July 1997	Hsu	
<u>5724062</u>	March 1998	Hunter	
<u>5781734</u>	July 1998	Ohno et al.	
<u>5845083</u>	December 1998	Hamadani et al.	
<u>5848129</u>	December 1998	Baker	
<u>5898384</u>	April 1999	Alt et al.	340/825.36
<u>5934795</u>	August 1999	Rykowski et al.	362/309
<u>5992888</u>	November 1999	North et al.	283/56
<u>6073372</u>	June 2000	Davis	40/124.16

OTHER PUBLICATIONS

Steven A. Morley, "Making Digital Cinema Actually Happen -What It Takes and Who's Going to Do It", Qualcomm Incorporated, Oct. 31, 1998.

ART-UNIT: 2132

PRIMARY-EXAMINER: Peeso; Thomas R.

ABSTRACT:

Commercial advertisers, such as consumer product companies and the advertising agents that represent them, directly access a network of thousands of large, high resolution electronic displays located in high traffic areas and directly send their own advertisements electronically to the network to be displayed at locations and times selected by the advertisers.

74 Claims, 2 Drawing figures

End of Result Set **Generate Collection****Print**

L2: Entry 3 of 3

File: USPT

Jul 23, 2002

US-PAT-NO: 6424998

DOCUMENT-IDENTIFIER: US 6424998 B1

TITLE: System permitting the display of video or still image content on selected displays of an electronic display network according to customer dictates

DATE-ISSUED: July 23, 2002

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Hunter; Charles Eric	Hilton Head Island	SC		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
World Theatre, Inc.	Morrisville	NC			02

APPL-NO: 09/ 315111 [PALM]

DATE FILED: May 18, 1999

PARENT-CASE:

CROSS REFERENCE TO RELATED APPLICATION This application is a continuation in part of Ser. No. 09/301,102, filed Apr. 28, 1999 pending.

INT-CL: [07] G06 F 15/167

US-CL-ISSUED: 709/207, 709/217, 709/218, 709/227, 705/26, 705/27
US-CL-CURRENT: 709/207, 705/26, 705/27, 709/217, 709/218, 709/227

FIELD-OF-SEARCH: 709/207, 709/217, 709/218, 709/219, 709/227, 709/234, 709/238, 709/240, 705/26, 705/27

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

 Search Selected **Search ALL**

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>3373517</u>	March 1968	Halperin	
<u>3376465</u>	April 1968	Corpew	
<u>3941926</u>	March 1976	Slobodzian et al.	
<u>4368485</u>	January 1983	Midland	
<u>4559480</u>	December 1985	Nobs	
<u>4734779</u>	March 1988	Levis et al.	
<u>4761641</u>	August 1988	Schreiber	
<u>4812843</u>	March 1989	Champion, III et al.	
<u>5214793</u>	May 1993	Conway et al.	
<u>5233423</u>	August 1993	Jernigan et al.	
<u>5257017</u>	October 1993	Jones et al.	
<u>5274762</u>	December 1993	Paterson et al.	
<u>5469020</u>	November 1995	Herrick	
<u>5486819</u>	January 1996	Horie	
<u>5543856</u>	August 1996	Rosser et al.	
<u>5612741</u>	March 1997	Loban et al.	
<u>5630067</u>	May 1997	Kindell et al.	
<u>5644859</u>	July 1997	Hsu	
<u>5724062</u>	March 1998	Hunter	
<u>5781734</u>	July 1998	Ohno et al.	
<u>5845083</u>	December 1998	Hamadani et al.	
<u>5848129</u>	December 1998	Baker	
<u>5898384</u>	April 1999	Alt et al.	340/825.36
<u>5934795</u>	August 1999	Rykowski et al.	362/309
<u>5992888</u>	November 1999	North et al.	283/56
<u>6073372</u>	June 2000	Davis	40/124.16

OTHER PUBLICATIONS

Steven A. Morley, "Making Digital Cinema Actually Happen --What It Takes and Who's Going to Do It", Qualcomm Incorporated, Oct. 31, 1998.

ART-UNIT: 2132

PRIMARY-EXAMINER: Peeso; Thomas R.

ABSTRACT:

Commercial advertisers, such as consumer product companies and the advertising agents that represent them, directly access a network of thousands of large, high resolution electronic displays located in high traffic areas and directly send their own advertisements electronically to the network to be displayed at locations and times selected by the advertisers. In another application, operators of digital movie theaters have ongoing, continuous access to tens of thousands of movies that can be ordered in digital form for display on selected screens at their theaters at

selected times.

22 Claims, 4 Drawing figures

WEST

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Search Results -

[Terms](#)[Documents](#)

L7 and (merchant or seller)

4

Database:

US Pre-Grant Publication Full-Text Database
 JPO Abstracts Database
 EPO Abstracts Database
 Derwent World Patents Index
 IBM Technical Disclosure Bulletins

Search:

L8

[Refine Search](#)[Recall Text](#)[Clear](#)

Search History

DATE: Thursday, March 06, 2003 [Printable Copy](#) [Create Case](#)Set Name Query

side by side

Hit Count Set Name
result set

DB=USPT; THES=ASSIGNEE; PLUR=YES; OP=OR

<u>L8</u>	L7 and (merchant or seller)	4	<u>L8</u>
<u>L7</u>	L6 and adverti\$	50	<u>L7</u>
<u>L6</u>	gps and ((ordered or ordering or orders) with (product or goods or item)) and (@ad<=19991216	983	<u>L6</u>
<u>L5</u>	L1 and gps	0	<u>L5</u>
<u>L4</u>	L1 and bill\$	2	<u>L4</u>
<u>L3</u>	L1 and adverti\$	3	<u>L3</u>
<u>L2</u>	L1 and adverti\$.clm.	0	<u>L2</u>
<u>L1</u>	5612741.pn. or 6029141.pn. or 5729214.pn.	3	<u>L1</u>

END OF SEARCH HISTORY

Generate Collection Print

L1: Entry 3 of 4

File: USPT

Mar 18, 1997

US-PAT-NO: 5612741
DOCUMENT-IDENTIFIER: US 5612741 A

TITLE: Video billboard

DATE-ISSUED: March 18, 1997

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Loban; Jerry M.	Grapevine	TX		
Ryng; Henry D.	Phoenix	AZ		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Curtis Mathes Marketing Corporation	Dallas	TX			02

APPL-NO: 08/ 148048 [PALM]
DATE FILED: November 5, 1993

INT-CL: [06] H04 N 5/66, H04 N 9/12

US-CL-ISSUED: 348/383; 348/840
US-CL-CURRENT: 348/383; 348/840

FIELD-OF-SEARCH: 348/383, 348/744, 348/745, 348/748, 348/750, 348/751, 348/756, 348/758, 348/761, 348/766, 348/778, 348/779, 348/781, 348/790, 348/794, 348/806, 348/807, 348/839, 348/840

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

 Search Selected Search ALL

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<u>4295159</u>	October 1981	Carollo et al.	348/761
<u>4425028</u>	January 1984	Gagnon et al.	
<u>4650286</u>	March 1987	Koda et al.	
<u>4715684</u>	December 1987	Gagnon	
<u>4739567</u>	April 1988	Cardin	359/460
<u>4749259</u>	June 1988	Ledebuhr	
<u>4786146</u>	November 1988	Ledebuhr	
<u>4866530</u>	September 1989	Kalver	348/799
<u>4923280</u>	May 1990	Clausen et al.	359/456
<u>4951131</u>	August 1990	Lindahl	348/747
<u>5005950</u>	April 1991	Morin	348/383
<u>5061921</u>	October 1991	Lesko et al.	340/815.83
<u>5257017</u>	October 1993	Jones et al.	348/744
<u>5296922</u>	March 1994	Mitano et al.	359/457

ART-UNIT: 262

PRIMARY-EXAMINER: Lee; Michael

ABSTRACT:

A video billboard 10 includes one or more projection units 12 utilizing a liquid crystal light valve projector 32 to project images onto a lenticulated lens screen 34. The types of images to be displayed, along with the time of day in which the images are to be displayed, are controlled from a remote master transmitter 24. A plurality of projection units 12(a-d) can be mounted together to provide an enlarged image display area.

31 Claims, 10 Drawing figures

Generate Collection Print

L1: Entry 1 of 4

File: USPT

Feb 22, 2000

US-PAT-NO: 6029141

DOCUMENT-IDENTIFIER: US 6029141 A

TITLE: Internet-based customer referral system

DATE-ISSUED: February 22, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Bezos; Jeffrey P.	Seattle	WA		
Kaphan; Sheldon J.	Seattle	WA		
Ratajak; Ellen L.	Seattle	WA		
Schonhoff; Thomas K.	Seattle	WA		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
Amazon.com, Inc.	Seattle	WA			02

APPL-NO: 08/ 883770 [PALM]

DATE FILED: June 27, 1997

INT-CL: [07] G06 F 17/60

US-CL-ISSUED: 705/27; 705/26, 705/10

US-CL-CURRENT: 705/27; 705/10, 705/26

FIELD-OF-SEARCH: 705/27, 705/10, 705/14, 705/26, 707/513, 395/200.3, 395/200.33, 395/200.53, 395/200.54, 395/200.57

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

 Search Selected Search ALL

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>5319542</u>	June 1994	King, Jr. et al.	705/27
<input type="checkbox"/> <u>5537314</u>	July 1996	Kanter	
<input type="checkbox"/> <u>5590197</u>	December 1996	Chen et al.	
<input type="checkbox"/> <u>5712979</u>	January 1998	Graber et al.	395/200.54
<input type="checkbox"/> <u>5715314</u>	February 1998	Payne et al.	380/24
<input type="checkbox"/> <u>5717860</u>	February 1998	Graber et al.	395/200.57
<input type="checkbox"/> <u>5724424</u>	March 1998	Gifford	380/24
<input type="checkbox"/> <u>5745681</u>	April 1998	Levine et al.	395/200.3
<input type="checkbox"/> <u>5812769</u>	September 1998	Graber et al.	395/200.58
<input type="checkbox"/> <u>5819285</u>	October 1998	Damico et al.	707/104

OTHER PUBLICATIONS

Dialog file 16 (database PROMT(R)), No. 6016914, "BookSite launches version 3.0 of the popular electronic commerce web site.", Business Wire, 2 pages, Feb. 23, 1996.

Dialog file 16 (database PROMT(R)), No. 6296727, "Amazon.com introduces "Amazon.com Associates"--a new model for internet-based commerce." Business Wire, 3 pages, Jul. 18, 1996.

Can Mixing `Cookies` with Online Marketing be a Recipe for Heartburn? (Infoworld, vol. 18, No. 30), Jul. 22, 1996.

Real Time Travel Info Available Online (Dialog database file 9, document 01107096), Jan. 17, 1995.

Online Growth Virtually Untapped; PC Vendors Taking More Advantage of Booming Sales (Computer Retail Week vol. 4, No. 64, p. 160), Jun. 6, 1994.

Selected document from Books.com Web site describing Book Stacks Unlimited links partner program, downloaded and printed Jun. 20, 1997 and Jun. 23, 1997.

Selected documents from Incognito Cafe Web site describing several on-line bookstore links, undated (5 printed pages).

Resnick, P., Iacovou, N., Suchak, M., Bergstrom, P., and Riedl, J., GroupLens: An Open Architecture for Collaborative Filtering of Netnews. Proceedings of ACM 1994 Conference on Computer Supported Cooperative Work, Chapel Hill, NC, pp. 175-186.

Balabanovic, M., and Shoham, Y., Fab: Content-Based, Collaborative Recommendation. Communications of the ACM, vol. 40., No. 3, (Mar. 1997) pp. 66-73.

ART-UNIT: 271

PRIMARY-EXAMINER: Voeltz; Emanuel Todd

ASSISTANT-EXAMINER: Kalinowski; Alexander

ABSTRACT:

Disclosed is an Internet-based referral system that enables individuals and other business entities ("associates") to market products, in return for a commission, that are sold from a merchant's Web site. The system includes automated registration software that runs on the merchant's Web site to allow entities to register as associates. Following registration, the associate sets up a Web site (or other information dissemination system) to distribute hypertextual catalog documents that includes marketing information (product reviews, recommendations, etc.) about selected products of the merchant. In association with each such product, the catalog document includes a hypertextual "referral link" that allows a user ("customer") to link to the merchant's site and purchase the product. When a customer selects a referral link, the customer's computer transmits unique IDs of the selected product and of the associate to the merchant's site, allowing the merchant to identify the product and the referring associate. If the customer subsequently purchases the product from the merchant's site, a commission is automatically credited to an account of the referring associate. The merchant site also implements an electronic shopping cart that allows the customer to select

products from multiple different Web sites, and then perform a single "check out" from the merchant's site.

42 Claims, 14 Drawing figures

[Generate Collection](#) [Print](#)

L1: Entry 2 of 4

File: USPT

Mar 17, 1998

US-PAT-NO: 5729214

DOCUMENT-IDENTIFIER: US 5729214 A

TITLE: Condition reactive display medium

DATE-ISSUED: March 17, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Moore; Steven Jerome	Cortlandt Manor	NY	10566	

APPL-NO: 08/ 581802 [PALM]

DATE FILED: January 2, 1996

INT-CL: [06] G08 G 1/09

US-CL-ISSUED: 340/905; 340/907, 340/908.1, 340/910, 340/917, 340/934, 340/939, 340/525, 364/436, 364/437

US-CL-CURRENT: 340/905; 340/525, 340/907, 340/908.1, 340/910, 340/917, 340/934, 340/939, 701/117, 701/118

FIELD-OF-SEARCH: 340/901-908.1, 340/928, 340/933, 340/917, 340/934, 340/939, 340/525, 340/910, 364/435-438

PRIOR-ART-DISCLOSED:

U. S. PATENT DOCUMENTS

[Search Selected](#) [Search ALL](#)

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
3614727	October 1971	Fritts	
4727371	February 1988	Wulkowicz	340/905
4896153	January 1990	Pastorino	340/906
4985705	January 1991	Stammler	340/910
5131020	July 1992	Liebesny et al.	340/905
5289183	February 1994	Hassett et al.	340/905
5317311	May 1994	Martell et al.	340/905

ART-UNIT: 267

PRIMARY-EXAMINER: Crosland; Donnie L.

ABSTRACT:

Digitally-effectuated automatic control over the message or messages displayed on one or more programmable display mediums in response to changing conditions, or anticipated changing conditions, in the vicinity of the display mediums is disclosed.

11 Claims, 8 Drawing figures

End of Result Set

 Generate Collection Print

L1: Entry 4 of 4

File: USPT

Aug 3, 1993

US-PAT-NO: 5233423
DOCUMENT-IDENTIFIER: US 5233423 A

TITLE: Embedded commercials within a television receiver using an integrated electronic billboard

DATE-ISSUED: August 3, 1993

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Jernigan; Forest E.	Morristown	TN		
Bingham; Joseph P.	Knoxville	TN		

ASSIGNEE-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY	TYPE CODE
North American Philips Corporation	New York	NY			02

APPL-NO: 07/ 618349 [PALM]
DATE FILED: November 26, 1990

INT-CL: [05] H04N 5/268, H04N 5/272

US-CL-ISSUED: 358/181; 358/183
US-CL-CURRENT: 348/564; 348/565

FIELD-OF-SEARCH: 358/181, 358/188, 358/22PIP, 358/22, 358/183, 358/85, 358/84, 358/908, 358/86

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

 Search Selected Search ALL

PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/> <u>4344090</u>	August 1982	Belisomi et al.	358/183
<input type="checkbox"/> <u>4459585</u>	July 1984	Pasternak	358/183
<input type="checkbox"/> <u>4814883</u>	March 1989	Perine et al.	358/181
<input type="checkbox"/> <u>4855833</u>	August 1989	Kageyama et al.	358/181
<input type="checkbox"/> <u>4918531</u>	April 1990	Johnson	358/181
<input type="checkbox"/> <u>4974085</u>	November 1990	Campbell et al.	358/85
<input type="checkbox"/> <u>4984082</u>	January 1991	Okamura	358/22
<input type="checkbox"/> <u>5027211</u>	June 1991	Robertson	358/183
<input type="checkbox"/> <u>5060068</u>	October 1991	Lindstrom	358/86

ART-UNIT: 262

PRIMARY-EXAMINER: Groody; James J.

ASSISTANT-EXAMINER: Murrell; Jeffrey S.

ABSTRACT:

A television receiver is equipped with a graphics generator which is capable of generating a single or multiple graphic images from data representing commercial advertisements stored in a memory device. The elements of this arrangement include a micro-controller, a memory device, a graphics and memory controller, a pallet controller and a video switch. The images corresponding to the commercial advertisements are displayed to the consumer when a control function of the television receiver is activated. Alternatively, the images may be displayed in response to an internal clock. The images presented may be static or animated and may occupy a small portion of the screen or the full screen.

10 Claims, 6 Drawing figures